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face of the complementary member and wherein the other said complementary member comprises a recessed portion adapted to receive said protruding portion and wherein the blank is placed on said receiving member and wherein the protruding portion forces part of the blank into said receiving portion.

4.(amended) The packaging machine as claimed in [any of] claim[s] 1, [to 3] wherein said selecting means comprises a plurality of channels mounted on an endless chain which said channels are grouped to correspond to the number of articles to be placed into said first article receiving cell and wherein the channels are adapted to substantially align each said article with said first article receiving cell.

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6. (amended) The packaging machine as claimed in [any preceding] claim 1, further comprising a conveyor including means to convey the articles and means to regulate the flow of articles to enable the articles to be aligned with each said carton.

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7. (amended) A method of loading a plurality of articles into a carton whilst the articles and carton are moved in a synchronised manner and in a continuous forward direction, the method comprising the following steps:

- i) transferring carton blank from a stowed position and erecting said blank to form the carton;
- ii) selecting a group of articles to be loaded into said carton
- iii) synchronously associating an article receiving cell formed from the blank with a given number of said grouped articles by sideways movement of said articles;
- iv) transferring said carton and loading said grouped articles into said carton

through an open end thereof characterised in that the blank is erected by erecting means comprising complementary die members, each said die member being mounted to a rotating wheel wherein each said complementary die member is adapted to inter engage when a blank is positioned between the two members, such that said die members cause the blank to be folded to define said article receiving cells.

8. (amended) A mechanism for forming a carton including a pair of article receiving cells, the method comprising complementary die members, each said die member being mounted to a rotating wheel wherein each said complementary die member is adapted to inter engage when a blank is positioned between the two members, such that said die members cause the blank to be folded to define said article receiving cells.

14. (amended) The mechanism as claimed in claim 12, [or claim 13] wherein the support means comprises a channel including a support surface to retain part of the article within said channel.

16. (amended) The mechanism as claimed in [any of] claim[s] 12, [to 15] wherein the orientation means comprises an elongate member connected to resilient means, wherein said elongate member is adapted to abut a portion of said article as said support means is moved in a substantially parallel plane to said elongate member such that a tangential force is applied to said abutting portion of the article to cause the article to rotate.

18. (amended) The mechanism as claimed in [any of] claim[s] 12, [to 17] wherein the abutment means is formed from an upper edge of said channel.

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Michael Or

Michael V. Drew  
Registration No. 30,832

The Mead Corporation  
Legal Department  
4850D North Church Lane  
Smyrna, Georgia 30080  
(404) 897-4429  
mvd@mead.com